

Get it
straight

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WINSTON

RED

Promotion

WINSTON

NO BULL FIVE

Five Winston Cup races are designated as NB5 races. If any No Bull Five Driver wins a NB5 race, then that driver will win \$1 million.

The top five drivers from each NB5 race get a shot at the million in the next NB5 race.

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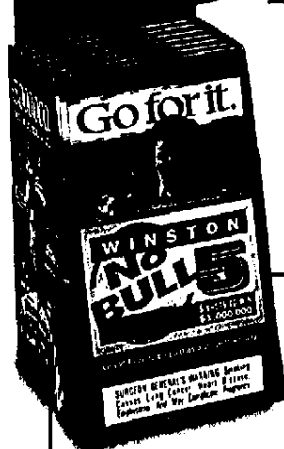
Support

Race Specific Materials

Materials will be available containing the NB5 drivers for the respective race, so these materials need to be worked and removed from the market place around the dates for time in use.

The Ballots are the only exception, they should remain in the store through out the year. Ballots can be ordered as a separate item number to replenish the ballot holder and card cards.

\$5,000,000
They win.
You win.



Ballot Kits

No Bull 5 Ballot Kit (Ballot Holder)

- Ballot Holder with Rules Dangler
- 50 Ballots

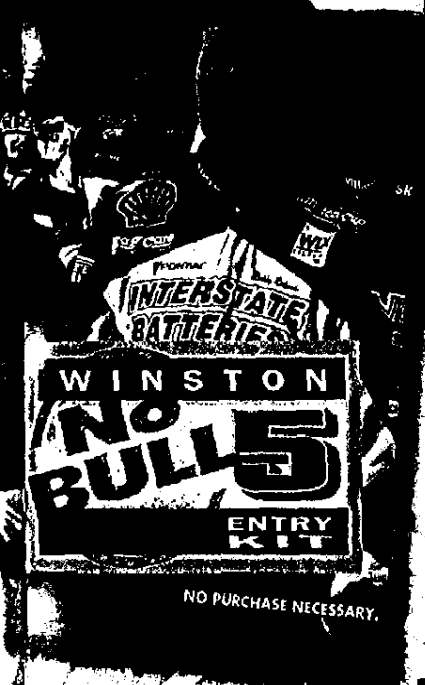
- Tear Pad with alternative entries
- A rules dangler

	Version One**	Version Two	Version Three*
Time in use	1/1/98-2/15/98	4/1/98-5/24/98	6/15/98-10/11/98
Creative	NB5 Drivers for Daytona	NB5 Drivers for Charlotte	NB5 drivers for Indy
Entry Forms	All Five Races	Charlotte-Talladega	Indy-Talladega
Distribution	DSD from Winston 12/19/97 excess on open order	DSD from Winston 4/1/98 excess on open order	TBD excess on open order
Item #	537632	TBD	TBD
Races	DAYTONA	CHARLOTTE	INDY through TALLADEGA
Availability	12/19/97	TBD	TBD

Replenishment - Ballots only can be ordered under item # 537623. 50 per sku.

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Go for it.



\$5,000,000.
They win. You win.



Easel Cards

No Bull 5 Easel Card

Contains 50 ballots and gets more presence than the ballot kit. The easel card should not be used as a substitute to the ballot kit, but be placed in addition to the ballot kit whenever possible.

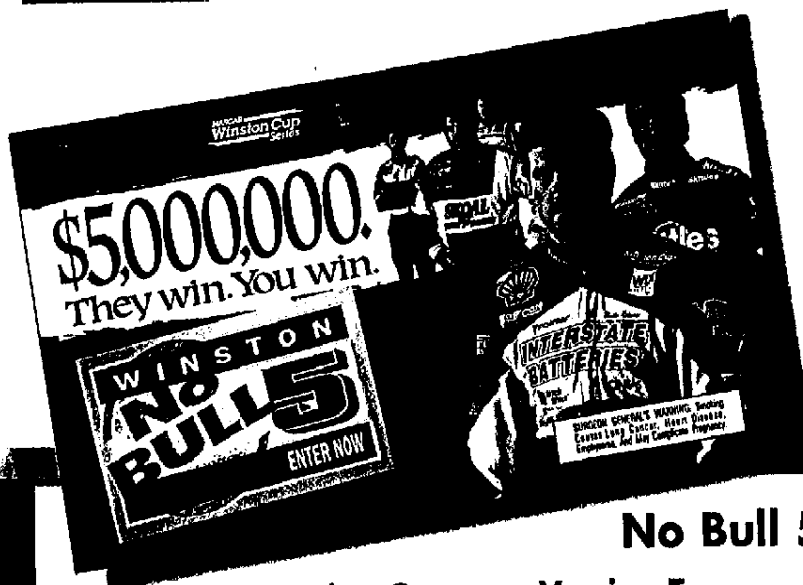
	Version One	Version Two	Version Three
Time in use	1/1/98-2/15/98	4/1/98-5/24/98	6/15/98-10/11/98
Creative	NB5 Drivers for Daytona	NB5 Drivers for Charlotte	NB5 Drivers for Indy
Entry Forms	All Five Races	Charlotte-Talladega	Indy-Talladega
Distribution	Allocated by Region	Allocated by Region	Allocated by Region
Item #	537644	TBD	TBD
Races	DAYTONA	CHARLOTTE	INDY through TALLADEGA
Availability	12/19/97	TBD	TBD

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No Bull 5 Paster

	Version One	Version Two	Version Three	Version Four
Time in use	1/1/98-2/15/98	4/1/98-5/24/98	6/15/98-10/11/98	6/15/98-10/11/98
Creative	NB5 drivers for Daytona	NB5 Drivers for Charlotte	NB5 Drivers for Indy	NB5 Logo w/"Enter Here"
Distribution	Allocated by Region	Allocated by Region	Allocated by Region	DSD 6/15/98
Item #	537650	TBD	TBD	TBD
Races	DAYTONA	CHARLOTTE	INDY	DARLINGTON and TALLADEGA
Availability	12/19/97	TBD	TBD	TBD



Banners

No Bull 5 Banner

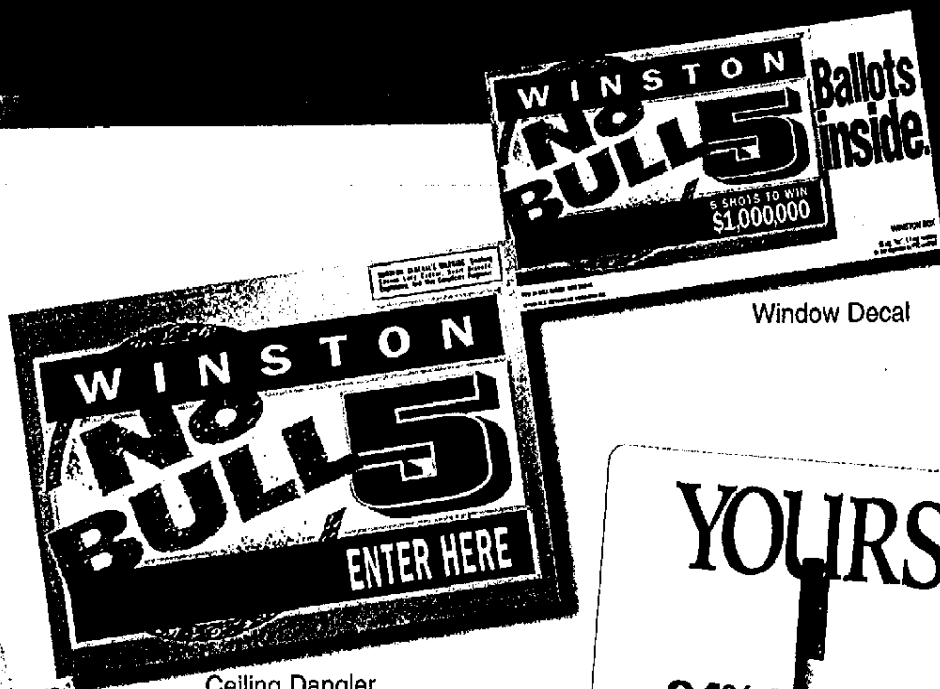
	Version One	Version Two	Version Three	Version Four
Time in use	1/1/98-2/15/98	4/1/98-5/24/98	6/15/98-10/11/98	6/15/98-10/11/98
Creative	NB5 Drivers for Daytona	NB5 Drivers for Charlotte	NB5 Drivers for Indy	NB5 Logo w/"Enter Here"
Distribution	Allocated by Region	Allocated by Region	Allocated by Region	DSD 6/15/98
Item #	537641	TBD	TBD	TBD
Races	DAYTONA	CHARLOTTE	INDY	DARLINGTON and TALLADEGA
Availability	12/19/97	TBD	TBD	TBD

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Continuing Support

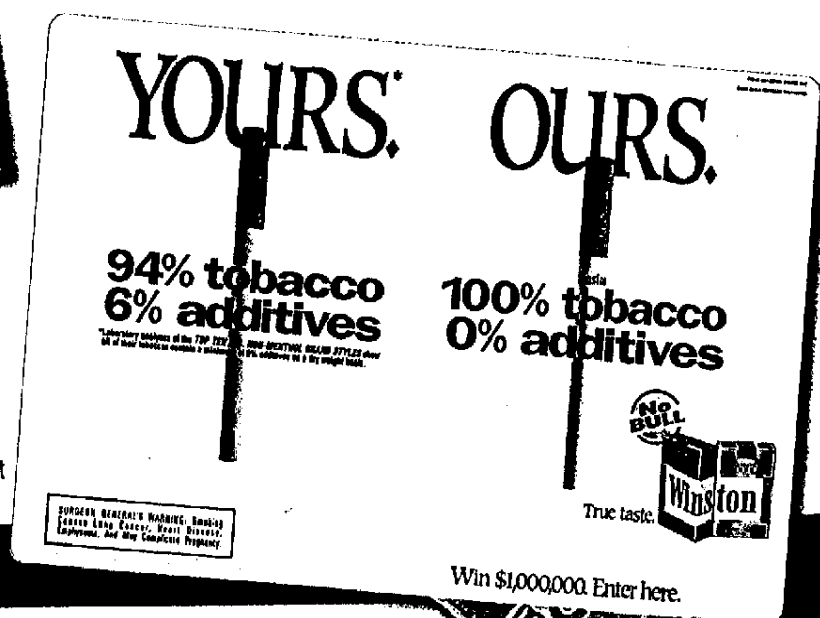
Permanent Materials

These permanent materials add continuity to the promotion between stores. They constantly remind consumers that the promotion is alive and to look for ballots in the store so they can enter.



Window Decal

Ceiling Dangler



Change Mat

Permanent Presence Materials

	Change Mat	Ceiling Dangler	Decal
Time in use	1/1/98-10/11/98	1/1/98-10/11/98	1/1/98-10/11/98
Creative	Stick to Stick w/No Bull 5 Teaser	No Bull 5 Logo w/"Enter Here"	No Bull 5 Logo w/"Enter Here"
Distribution	PDI-Allocated	PDI-Allocated	PDI-Allocated
Item #	537323	537635	537620
Availability	12/4/97	12/19/97	12/19/97

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Sweepstakes

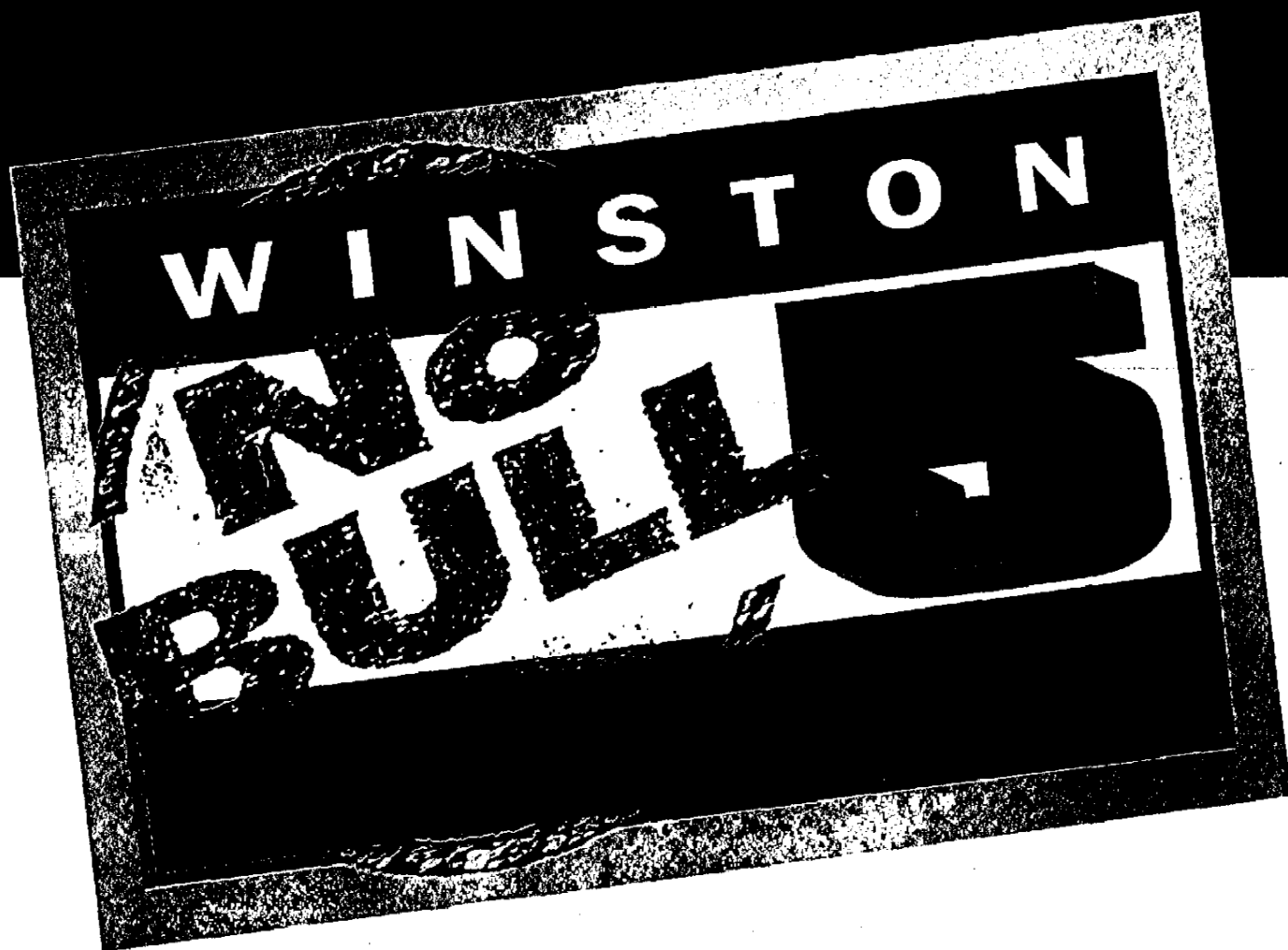
Adult smokers will submit ballots for each NB5 race, and if a NB5 driver wins, five consumers will be drawn to attend the next NB5 race. One of those consumers will win \$1 million at a drawing at the race. There will be no \$1 million winner if a No Bull 5 driver does not win the race. A few ballots will be distributed at tracks, but the

overwhelming majority of entrants will get ballots from retail. The success of this promotion depends on getting the presence materials and the ballots in the stores. We will have separate presence materials for each race and some NB5 permanent materials that should stay up throughout the year.

No Bull 5 Races

<u>Race</u>	<u>Race Date</u>	<u>No Bull 5 Drivers</u>
Daytona	2/15/98	Top Five Finishers at '97 Talladega Race
Charlotte	5/24/98	Top Five Finishers at 2/15/98 Daytona
Indy	8/1/98	Top Five Finishers at 5/24/98 Charlotte
Darlington	9/7/98	Top Five Finishers at 8/1/98 Indy
Talladega	10/11/98	Top Five Finishers at 9/7/98 Darlington

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Consumers must mail ballots in by the deadline for each race to be eligible for the sweepstakes.

The first ballot contains an entry form for all five No Bull Races. After Daytona, ballots will only be printed with the entry forms for future races. These entry forms can be **sent in at anytime during the year** as long as they are postmarked by the deadline date for the specific race.

* This is the last ballot kit we will produce. Given the amounts of time between the last three races, it would not be feasible to produce and work different ballots on the stores. We will produce excess so that they can be reordered and placed in stores.

** After the Daytona race, fans can still use the entry forms for other races found on this ballot, but the creative on the outside cover will change for the new No Bull Five drivers. We want to rotate the creative to keep the promotion fresh, relevant and exciting.

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